

A Taste of the 20th Century

1900's

1900—Hershey's chocolate bar

1900-1910—George Washington Carver finds new uses for peanuts, sweet potatoes, and soybeans

1901—A&P incorporates with 200 stores (in 1912, expands with cash and carry format)

1903—Dole canned pineapple

1903—Kellogg adds sugar to corn flakes, boosting popularity

1903—Pepsi Cola

1904—Quaker markets first puffed cereal

1906—Pure Food and Drug Act prohibits food adulteration and misbranding

1906—Meat Inspection Act requires Federal inspection of slaughterhouses

1910's

1910—Double-cripped can reduces costs for processors

1910—Aunt Jemima Pancake Flour

1911—First vitamin, vitamin B1, discovered

1912—Oreos

1912—Hellman's mayonnaise

1914—USDA establishes National Extension Service, which employed home economists

1914-18—World War I

1916—USDA prints its first food guide: *Food for Young Children*

1916—Piggly Wiggly opens first self-service food store

1917—Food Administration under Herbert Hoover conserves food for war effort

1920's

1920—Charles Birdseye deep-freezes food

1921—White Castle chain of hamburger shops opens



1923—Welsh's grape jelly

1925—First home mechanical refrigerator, Frigidaire, sold

1926—General Mills creates "Betty Crocker," symbolizing growing importance of advertising

1928—Peter Pan Peanut Butter

1928—Velveeta

1929—Great Depression begins with stock market crash

1930's

1930—Vitamins synthesized in the laboratory

1930—Wonder Bread markets first automatically sliced bread

1932—Fritos corn chips



1933-40—New Deal legislation, Great Depression relief and reform

1935—Howard Johnsons begins as franchised restaurant

1935—Rural Electrification Administration extends electricity to countryside

1937—Kraft Macaroni and Cheese Dinner

1937—Spam

1937—McDonald brothers open first drive-in

1940's

1941—National Victory Garden Program launched

1941—Recommended Daily Allowances published

1943—Bread flour fortified with vitamin B1

1942-46—Food price controls and food rationing during World War II

1942—Dannon yogurt

1942—La Choy canned Chinese foods

1946—National School Lunch Act requires school-provided meals to be nutritionally balanced and have minimum amounts of specific food groups

1946—Maxwell House instant coffee

A Sampling of Innovations, Laws, and Product Introductions¹ in the U.S. Food Industry

1950's

- 1950-56**—Korean War and postwar readjustment
- 1951**—Swanson produces first frozen meals, pot pies
- 1952**—Campbell's cookbook, *Cooking With Condensed Soup*, greatly expands use of soups in casseroles, a characteristic dish of the era
- 1954**—Swanson makes first frozen TV dinner
- 1954**—Ray Kroc buys McDonalds, starts building national chain
- 1954**—Butterball turkey
- 1956**—USDA publishes "Basic Four" food guide
- 1958**—Delaney Clause added to The Pure Food and Drug Act, banned food additives shown to cause cancer in laboratory animals
- 1958**—Rice-a-Roni

1960's

- 1961-75**—U.S. involvement in Vietnam
- 1963**—Julia Child's "The French Chef" debuts on television
- 1964**—Carnation Instant Breakfast
- 1964**—Food Stamp Act establishes a national food stamp program
- 1965**—Cool Whip
- 1965**—Shake 'n' Bake
- 1966**—Child Nutrition Act begins the school breakfast program
- 1969, 1971**—White House Conferences on Food, Nutrition and Health

1970's

- 1970**—Hamburger Helper
- 1970**—Quaker Oats 100% Natural granola
- 1972**—Snapple fruit juices
- 1973**—Voluntary nutrition labeling appears on food packages
- 1973**—McDonald's introduces Egg McMuffin
- 1974**—Special Supplemental Food Program for Women, Infants, and Children (WIC) begins
- 1976**—Perrier
- 1977**—U.S. Senate Committee releases *Dietary Goals for the United States*

1980's

- 1980, 1985**—USDA and DHHS publish *Dietary Guidelines for Americans*
- 1981**—Stouffer's Lean Cuisine frozen dinners
- 1982**—*Diet, Nutrition and Cancer* published by National Cancer Institute
- 1982**—Bud Light
- 1985**—Aspartame, a low-calorie intensive sweetener, approved
- 1986**—Pop Secret Microwave Popcorn
- 1987**—Campbell's Special Request soups
- 1989**—Berlin Wall falls



1990's

- 1990's**—Stock market hits historic highs, longest peacetime expansion
- 1990**—USDA and DHHS publish third edition of Dietary Guidelines
- 1990**—Nutrition Education and Labeling Act makes nutrition labeling mandatory
- 1991**—Stouffer's Homestyle entrees
- 1992**—USDA/DHHS release "Food Guide Pyramid"



- 1993**—SnackWell's cookies and crackers
- Mid-1990's**—USDA modernizes its meat and poultry inspection programs in response to food safety concerns
- 1998**—Frito-Lay Wow! chips (made with the fat substitute, olestra)
- 1998**—47 percent of U.S. food dollar is spent away from home

¹ Product introductions from *Bon Appetit* magazine, September 1999.